

PEER PERSPECTIVES: **WHY IT PAYS TO BE EDUCATED ABOUT** **PEER EDUCATION**

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...IS EFFECTIVE



- EXISTING EVIDENCE
- OUR OWN RESULTS
- (MY) THEORIES
 - NO FEAR OF RETRIBUTION
 - PERCEPTION OF RELATABILITY
 - DEVELOPMENT OF PROGRAMMING

...HAS FRINGE BENEFITS

- **GOOD FOR ME
(PEER EDUCATORS)**

- FOSTERS INVOLVEMENT
AND ACTIVISM
- DEVELOPS AND
IMPROVES SKILLS
- CREATES STUDENT
“EXPERTS”
- INTRODUCES NEW
OPPORTUNITIES

- **GOOD FOR YOU
(YOUR ORGANIZATION)**

- BUILDS COMMUNITY
- DEVELOPS
RELATIONSHIPS WITH
STUDENT LEADERS
- INCREASES YOUR MAN-
AND WOMAN POWER
- REINFORCES POSITIVE
SOCIAL NORM

...ISN'T "ONE SIZE FITS ALL"

- PHARMACY
- WELLNESS PEER EDUCATORS
- NURSING AND MEDICAL
- STUDENT GOVERNMENT
- PUBLIC RELATIONS
- RESIDENT ADVISORS
- GREEK LIFE
- ATHLETICS
- ANY PEER, GROUP, OR COMBINATION OF THESE



...TAKES SOME PRACTICE

- **DON'T:**
 - TALK DOWN
 - LECTURE
 - TAKE YOURSELF TOO SERIOUSLY
- **DO:**
 - BE A (REALISTIC) PEER
 - ASK QUESTIONS
 - PREPARE TO LEARN



“I love talking with students about the issues, but even more than that I love when a good discussion is generated and they ask questions that make me think.”

“I’ve realized how important it is to get to know your audience and the peers you are working with to be able to fully address the aspect of prescription drug abuse that affects them.”

“I believe it is awareness. Not just among the healthcare world, but as a society. I really do believe the message is getting out there. People are listening.”

The **BACCHUS** Network

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